



NEWS RELEASE

GOODYEAR'S WINTER DRIVING ATTITUDES SURVEY: DRIVERS FROM LUXEMBOURG THE MOST CONFIDENT IN EUROPE

- **Goodyear's Winter Driving Attitudes Survey¹ set out to learn more about European drivers' attitudes and habits to seasonal driving**
- **4000 drivers surveyed across eight European countries**
- **Luxembourg respondents the most confident in all weather conditions**

FOR IMMEDIATE RELEASE

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Colmar-Berg, Luxembourg, November 7, 2022 – Luxembourg drivers are unphased by changeable conditions, new research conducted by Goodyear has found. The difference between heavy rain, fog, snow and sub-zero conditions makes very little difference to confidence levels compared to other countries in Europe that largely favor driving in fog rather than snow and ice.

Across the eight key European markets surveyed, on average drivers reported feeling the most anxiety over driving in ice than any other conditions, with 14% of respondents saying they would never drive in icy and sub-zero conditions. This ranked higher than snow (12%), fog (6%) and heavy rain (4%). **In Luxembourg, only 3% of respondents said they would never drive in icy conditions.** Meanwhile Italy and Spain are significantly less confident in fog, snow and ice. Poland was the only country that didn't rank ice top, with fog being the main cause of concern for Polish drivers.

Goodyear surveyed 4000 drivers across Europe in its Winter Driving Attitudes Survey, to help analyze driver attitudes, perceptions and habits across eight key European markets. The survey asked respondents a range of questions about their driving experience, tire knowledge and awareness of local legislation. **The survey showed that drivers from Luxembourg are the most confident of the eight countries surveyed when it comes to driving in winter conditions.**

Tire habits: an overwhelming majority of drivers make the switch each winter

Not only were Luxembourg the most confident, they also reported the highest proportion of drivers (81%) to change their tires with the seasons, tied only with Polish drivers.

14% use an all-season product, and less than 1% of drivers reported being unaware of which tire is fitted to their car. While switching between summer and winter tires has long been common practice in many countries, for some drivers an all-season tire may be a more appropriate choice.



Luxembourg is the only country that reported higher usage of rural and country roads over any other type. This suggests that drivers feel it's more important to equip a tire that is more suited to untreated winter roads than some other countries where driving is dominated by urban and highway miles.

Knowledge among drivers from Luxembourg one of the highest

77% of Luxembourg drivers agreed with the statement "I am aware of the differences between an all-season and winter tire." Only Romanian and German drivers reported more knowledge of seasonal tires at 79% and 84% respectively. Countries such as France and Italy reported much lower knowledge, agreeing that they knew the difference 56% and 69% of the time respectively. In the UK, this dropped to just 34%.

Choosing a tire fit for your needs

To provide drivers with confidence in winter conditions, Goodyear's Vector 4Seasons Gen-3 is certified with the three-peak mountain snowflake (3PMSF) symbol, meaning the tire conforms to standards that certify its traction potential on snow. The benefits of the Goodyear Vector 4Seasons Gen-3 is it provides all-round performance no matter the season. Drivers can be confident in the ice and snow because of the 3PMSF certification and enjoy plenty of grip reserves in the dry.

The Goodyear Vector 4Seasons Gen-3 range, characterized for its wide working temperature range, boasts impressive wet, dry and snow handling that gives drivers confidence all year round. It was recently named the winner of German magazine Auto Bild's all-season tire test² for the second consecutive year, placing ahead of more than 30 other brands in a comprehensive examination of dry, wet, snow and mileage performance.

Xavier Fraipont, Goodyear's Vice President for Product Development in Europe Middle East and Africa: *"The survey showed that drivers choose different options for adverse conditions, with some switching between summer to winter tires and some choosing all-season options, such as Goodyear Vector 4Seasons Gen-3. Goodyear is positioning itself to take the lead when it comes to matching its offering to current trends and responding to what customers want most. We have seen a rise in the crossover vehicle market, and a similar trend is taking place in the crossover tire market."*

"What we have witnessed is that for drivers who live in the average European climate and complete a moderate number of miles each year, a Goodyear Vector 4Seasons Gen-3 tire would be the best option for them. The tire gives an excellent amount of grip in both the summer and winter months. The survey shows there is a definite appetite in the market for all-season products. Given the level of versatility and convenience it brings, it is without doubt a compelling offering."



Unsure which tire is right for you? Take our quiz to get a tailored recommendation based on your driving habits:

https://www.goodyear.eu/fr_be/consumer/why-goodyear/quiz.html

(1) The Winter Driving Attitudes Survey was commissioned by Goodyear and carried out on its behalf by 2Europe.

(2) Auto Bild issue 39-2022. Test car: Volkswagen Polo. Test size: 195/55R16. Brands tested: Goodyear, Dunlop, Bridgestone, Continental, Falken, Firestone, Hankook, Maxxis, Michelin, Nexen, Nokian, Kleber, Kumho, Toyo, Vredestein. 35 tires tested in total, 15 brands published in the test.

About The Goodyear Tire & Rubber Company

Goodyear is one of the world's largest tire companies. It employs about 72,000 people and manufactures its products in 55 facilities in 23 countries around the world. Its two Innovation Centers in Akron, Ohio, and Colmar-Berg, Luxembourg, strive to develop state-of-the-art products and services that set the technology and performance standard for the industry. For more information about Goodyear and its products, go to www.goodyear.com/corporate.

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